

## ABSTRACT OF THE DISCLOSURE

A text formatting system parses text (15) and reformats it (30) to establish optimal spacing for readability and reader comprehension. It also reduces the incidence of rivers and therefore enhances the aesthetic quality of the formatted text. The formatting applied to the text by the present invention is based on structure rules that determine key parameters of page layout including for example column width, font, font size, color, leading and kerning.

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